

What is claimed is:

1. A process for treating fresh fish, comprising keeping living fish in an aqueous alkali solution and then washing it with water or neutralizing it.
- 5 2. The process according to claim 1, wherein said living fish is selected from the group consisting of salmons, trouts, herrings, codfishes, mullets, flying fishes and globefishes.
3. The process according to claim 1, wherein said aqueous alkali solution is a solution obtained by dissolving an alkali in
10 water.
4. The process according to claim 3, wherein said alkali is selected from the group consisting of calcium oxide, sodium hydroxide, potassium hydroxide, calcium hydroxide, disodium hydrogenphosphate, sodium phosphate, dipotassium
15 hydrogenphosphate, potassium phosphate, diammonium hydrogenphosphate, sodium polyphosphate, potassium polyphosphate, calcium phosphate, magnesium carbonate, ammonium carbonate, sodium carbonate, potassium carbonate, calcium carbonate, sodium hydrogencarbonate and potassium
20 hydrogencarbonate.
5. The process according to claim 1, wherein said aqueous alkali solution has a pH of not lower than 8.2.
6. The process according to claim 5, wherein said aqueous alkali solution has a pH of 8.5 to 13.0.
- 25 7. The process according to claim 5, wherein said aqueous alkali solution has a pH of 9.5 to 12.0.
8. A fresh fish product produced by keeping fish alive in an aqueous alkali solution and then washing it with water or

neutralizing it.

9. The product according to claim 8, wherein said living fish is selected from the group consisting of salmons, trout, herrings, codfishes, mullets, flying fishes and globefishes.

5 10. The product according to claim 8, wherein said aqueous alkali solution is a solution obtained by dissolving an alkali in water.

11. The product according to claim 10, wherein said alkali is selected from the group consisting of calcium oxide, sodium
10 hydroxide, potassium hydroxide, calcium hydroxide, disodium hydrogenphosphate, sodium phosphate, dipotassium hydrogenphosphate, potassium phosphate, diammonium hydrogenphosphate, sodium polyphosphate, potassium polyphosphate, calcium phosphate, magnesium carbonate,
15 ammonium carbonate, sodium carbonate, potassium carbonate, calcium carbonate, sodium hydrogencarbonate and potassium hydrogencarbonate.

12. The product according to claim 8, wherein said aqueous alkali solution has a pH of not lower than 8.5.

20 13. The product according to claim 12, wherein said aqueous alkali solution has a pH of 8.5 to 13.0.

14. The product according to claim 12, wherein said aqueous alkali solution has a pH of 9.5 to 12.0.

15. The product according to claim 8, being a gut pickled in salt.

25 16. The product according to claim 8, being a salmon or trout Sujiko or Ikura.